## Workflow & Project Management Technology Providers

<table>
<thead>
<tr>
<th>Most Complex</th>
<th>Best Fit for Most In-House Creative Teams</th>
<th>Most Simplistic</th>
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</thead>
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### Marketing Operations Mgmt Systems (MOMS)
Enterprise wide marketing and campaign management; Usually purchased at the CMO level; Very expensive to implement ($100k/yr plus)
- Adobe Marketing Suite
- Aprimo
- BrandMaker
- Freedman International
- IBM Unica
- Marketing Pilot
- PaxPro
- SAS

### Agency Management Systems (AMS)
Focused on the needs of agencies; Usually include accounting and media buying in addition to project management
- Advantage
- Agency Central by IBM
- Clients and Profits
- Marketing Pilot AMS
- Workamajig

### Project Management Systems (PMS)
Focused on the needs of agencies and in-house creative groups that don’t need accounting and media buying
- FunctionFox
- Function Point
- Infowit
- Marketing Central by IBM
- MetaCommunications
- RoboHead
- Tenrox
- Sohnar Traffic
- Streamtime
- Workzone
- FileMaker Pro (Custom Build Platform)

### Workflow Systems
Focused on managing workflows
- Artefact
- @Task
- Basecamp
- Clarizen
- Kaboodle
- ProcessMaker
- SmartSheet
- TeamworkPM

### Workflow Components
Focused on one or more functions collaboration, DAM, time entry, database; components can be used to build a custom system or to address individual issues
- Access
- Adobe Product Suite
- Artesia
- Asana
- Chuckwalla
- Harvest
- inMotion
- MarcomCentral
- SharePoint
- Replicon

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